

# World Localization Day Celebration 2022



## IWB and Partners, Bangladesh

The Institute of Wellbeing (IWB), Bangladesh Youth Climate Network (BYCN), Carfree Cities Alliance Bangladesh (CCAB) and Work for a Better Bangladesh (WBB) Trust jointly and individually organized various events to celebrate World Localization Day this June, 2022.

## Talk Shows

IWB organized two live talk shows, with interns from Bangladesh, Nepal and Myanmar, all studying at the Asian University for Women (AUW). The talk shows, in English and hosted by the IWB Executive Director, were aired on the IWB Facebook Page.

### ■ 15 June: Localization & Climate

The students discussed ways in which globalization is increasing the climate crisis and what aspects of the climate crisis concern them most. An Indigenous student talked about what her culture has to offer in terms of living within planetary limits. They also discussed how localization could lead to a more stable climate and better lives by reducing emissions and increasing resilience.



### ■ 16 June: Localization: A Personal Perspective

The students shared aspects of their local culture that they most value. A Nepali woman spoke of the childhood games she played and how she enjoyed going to local shops and markets with her parents. Other students shared what they love about Chittagong: the small local shops and the strong community. They also discussed how government could act to control rather than subsidize corporations to achieve better results for people and planet.



# Social media

**Resist Globalization**

*"Localization is essential for sustainable development of public health, environment and economy. Local is our future". Localization is a solution-multiplier.*

**# Regain Local Culture**  
**# Regain & Save Local Economy**

**Revolt Against Multinational Corporation/ Industry**

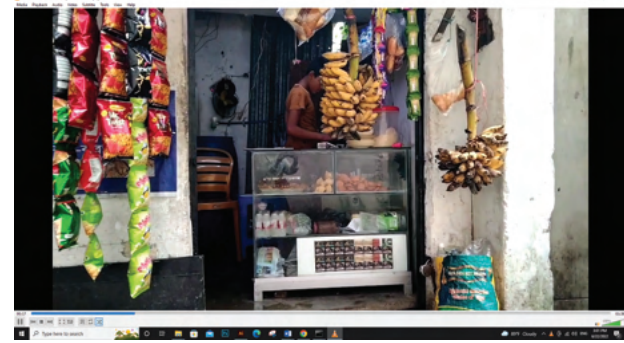
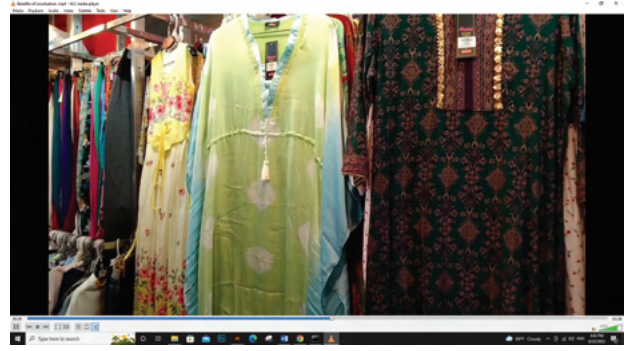
Reduces poverty  
Improves livelihoods  
Revives rural areas  
Rebuilds communities  
Strengthens democracies  
Upholds environmental health  
benefits of LOCALIZATION

Institute of Wellbeing  
BANGLADESH

IWB regularly shared posts during the first few weeks of June about localization and what it means to us.

## Short film

Three of the AUW interns made a short film, in English, about localization, featuring shots of small shops in Chittagong.





## Exhibition and activities



The highlight of our World Localization Day celebration was an exhibition and various activities on the 20th of June at the WBB Trust office. Stalls exhibited local fruits, showed a sample farmers' market, showed images and descriptions of local games, highlighted indigenous (Garo) culture, and displayed a model of a canal being used for transport, with a recreational path for walking and cycling running along it.

The Health Rights department of WBB Trust performed a skit about a young boy who gets sick from eating too much corporate junk food; the doctor advises him and his parents to focus instead on fresh, local, healthy foods and to engage in outdoor play rather than playing games on his Smartphone.



The Livable Cities department of WBB Trust discussed the disappearance of traditional childhood games and the need for more open public space for such games to be played; the importance of rickshaws and vendors to urban transport, convenience and safety; and their model for canal-based transport and recreation.

The Farmers Market group at WBB Trust discussed the importance of farmers markets, of revitalizing local crops rather than prioritizing foreign food, and the benefits of a closer connection between farmers and consumers.



Carfree Cities Alliance Bangladesh performed an original song in traditional style about the problems of motorized transport and the many benefits of a carfree city.

Bangladesh Youth Climate Network and Stop Emissions Now performed a skit and discussed how our fascination with foreign goods and foreign travel is polluting the earth and worsening the climate crisis, as well as wasting our money.



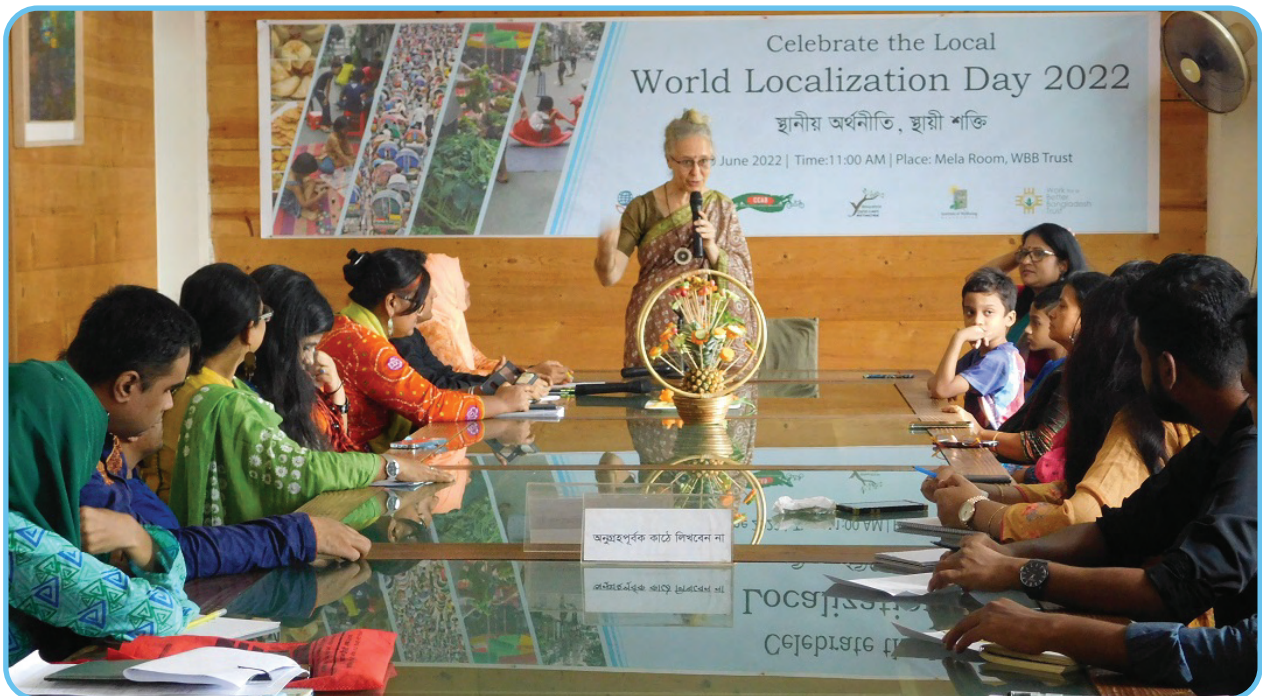
A Garo staff person from IWB showed a presentation about her local culture and performed a traditional dance.



Staff from IWB showed a presentation about bad effects of globalization and told a story about Localization and Globalization as two brothers comparing their lifestyles; at the end Globalization realizes that his lifestyle is harming himself as well as the planet, and he agrees to learn from his Localization brother.



Participants in the event all enjoyed themselves, learned a lot, and agreed that it is now much clearer to them how the harms of globalization can be countered by active and strong support for localization









## The News Coverage



## আন্তর্জাতিক স্থানীয়করণ দিবস পালন

### ● নিজস্ব প্রতিবেদক

স্থানীয় অর্থনীতি, স্থায়ী শক্তি এই স্লোগানকে সামনে নিয়ে গত সোমবার রাজধানীতে 'ইনস্টিটিউট অব ওয়েলবিং বাংলাদেশ' আন্তর্জাতিক স্থানীয়করণ দিবস উপলক্ষে এক আকর্ষণীয় এবং মনোজ্ঞ উপস্থাপনা যেমন- বিভিন্ন নাটিকা, গান, আবৃত্তি, পুঁথি সাহিত্য, স্থানীয় ও দেশীয় খাদ্যের প্রদর্শনীর মাধ্যমে ওয়ার্ক ফর এ বেটার বাংলাদেশ ট্রাস্টের মেলা কক্ষে বিশ্ব স্থানীয়করণ দিবস উদযাপন করে। লোকাল ইজ আওয়ার ফিউচার। লোকাল ফিউচার হল 'নতুন অর্থনৈতিক' আন্দোলন। বেশ কয়েকজন মানুষ ত্রিশ বছরেরও বেশি সময় ধরে ব্যক্তিগত, সামাজিক ও পরিবেশগত কল্যাণের লক্ষ্যে লোকাল ফিউচারের অর্থনীতি প্রচার করছেন। বহুজাতিক কোম্পানিগুলো নিয়মিতভাবে একই দেশ থেকে একই পণ্য আমদানি ও রপ্তানি করে। বিশ্বের লাখ লাখ অভুক্ত মানুষের ক্ষুধা নিবারণ করতে বা সাশ্রয়ী মূল্যে মানুষকে খাওয়ানোর জন্য নয়, বরং বিশ্বব্যাপী বহুজাতিক কোম্পানিগুলো তাদের মুনাফা বাড়ানোর জন্য এই ব্যবস্থার প্রচার ও প্রতিষ্ঠা করছে। গ্লোবাল ফুড সিস্টেম পৃথিবীর সবচেয়ে দূষণকারী শিল্প; যা বিশ্বব্যাপী প্রায় ৫০ ভাগ কার্বন নিঃসরণের জন্য দায়ী। এই পরিস্থিতি থেকে উত্তরণের জন্য লোকালাইজেশন আন্দোলন। ওয়ার্ক ফর এ বেটার বাংলাদেশ ট্রাস্টের পরিচালক গাউস পিয়ারির সভাপতিত্বে অনুষ্ঠান সম্বলনা করেন মোছা. শাপলা খাতুন, কনসালটেন্ট, ইনস্টিটিউট অব ওয়েলবিং বাংলাদেশ।

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